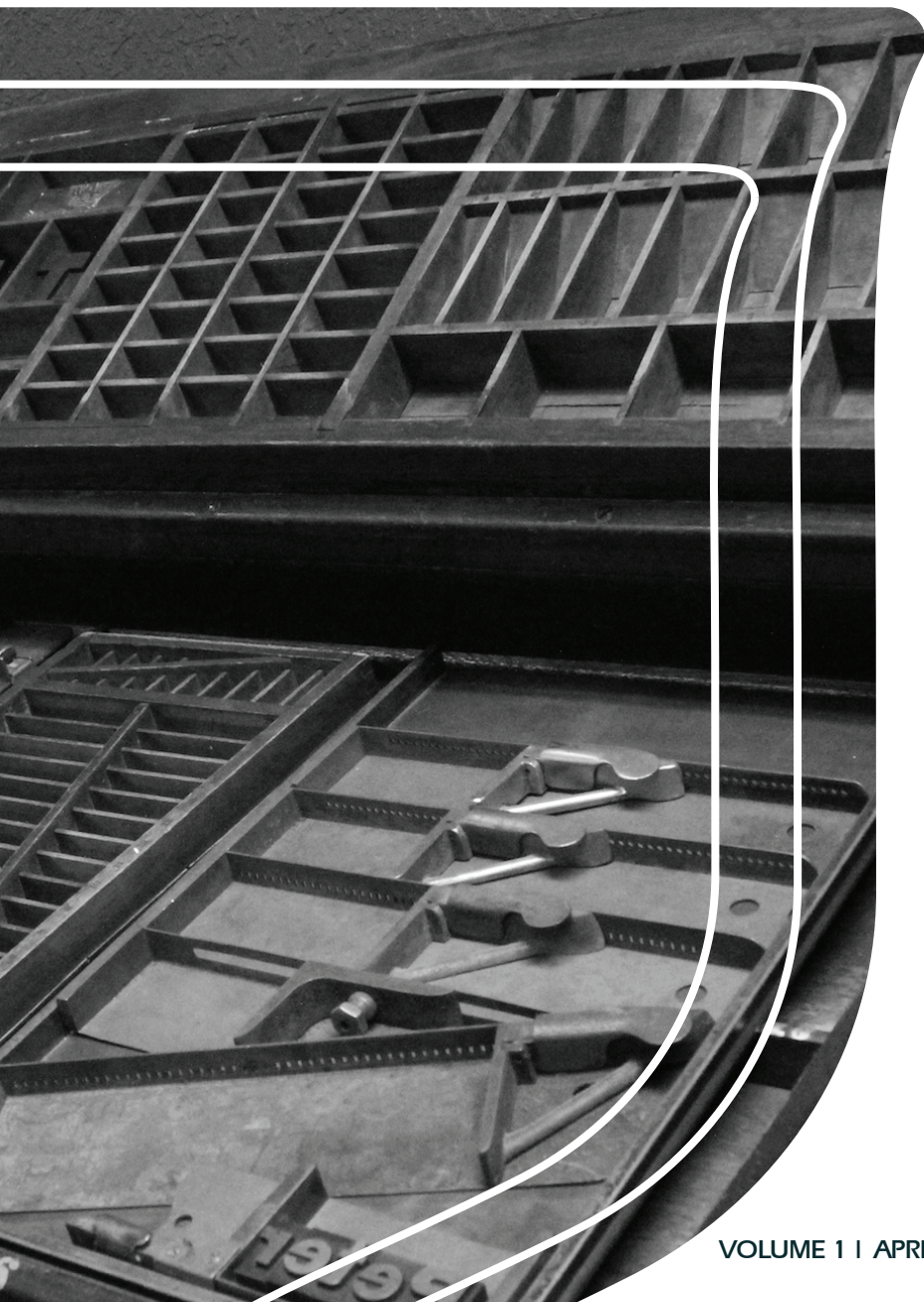




NEWSLTR



VOLUME 1 | APRIL 2021



32.5M

businesses in the
United States



162.5K

make it to 100
years



27.6K

of those businesses
are family owned

CELEBRATING 100 YEARS OF PRINTING

Rengel Printing Company is proud to celebrate 100 years in business in the St. Cloud community. Since 1921 our focus has been providing the highest quality printing and distribution services. It carries on today as an inheritance of family culture and craft. Expertise that used to be common, focused on remarkable customer care, with all the efficiencies from our ongoing investment in the newest technologies.

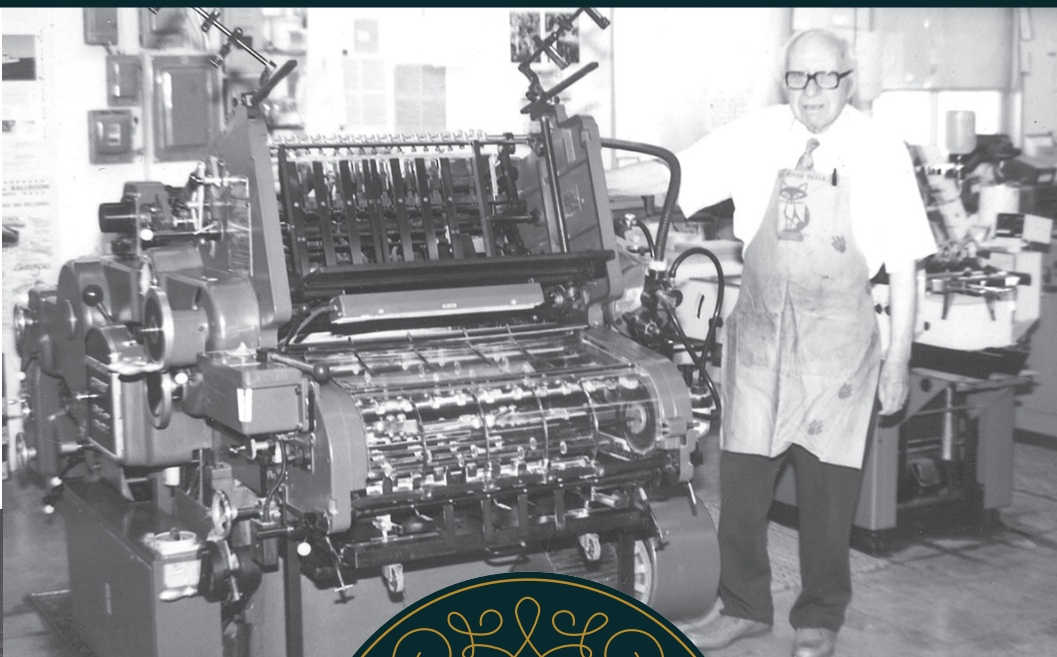
Printing is more than just a passion for us. It's what gets us up in the morning. Every day is a new opportunity to

perfect our craft, whether we're fine-tuning our presses for the 10th time or triple-checking a spot color. At the end of the day, seeing our clients' reactions to a job well done makes it all worth it.

More than anything, it's the partnerships that are really something special. We offer a sincere thank you to all of our customers, family, and friends for the past 100 years, and we look forward to serving you for the next century to come.

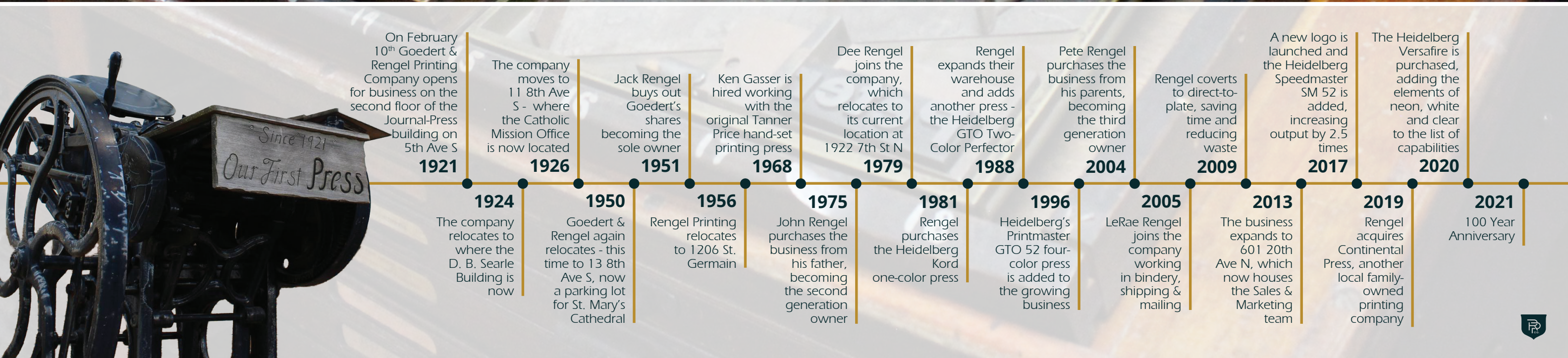


C E L E B R A T I N G
100 YEARS
OF PRINTING



SPECIALIZATION | CULTURE & CRAFT | TECHNOLOGY | TRUSTED PARTNER

THE HISTORY OF RENGEL PRINTING



OUR STORY

The Beginning

Rengel Printing Company was established in 1921 by Jack Rengel and Andrew Goedert with just \$500 worth of used equipment – two Tanner Price presses that had to be set by hand. At the time, St. Cloud's population was less than 20,000, the local newspaper was written entirely in German, and streetcars were still operating up and down the center of St. Germain Street. Ink was printed one color at a time and a hand-operated press was about the most advanced piece of technology in the printing industry. Printing services continued to expand, and as printing technology changed, Rengel implemented ways to better serve their clients.

A Second Generation

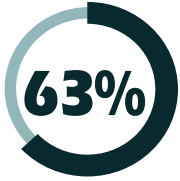
A new chapter began in 1960 when Jack's son, John, joined the company. After years of helping with chores at the shop after school, John made deliveries, cut paper, and ran the press. In 1975, John purchased the company from Jack. After five different locations, in 1979 we settled in at 1922 7th Street North, where we remain today. John's wife, Dee, became a member of staff helping the office and doing book work for what was only supposed to be for one year. When John decided to retire in 1994, Dee stayed on to run the business.

One Hundred Years Later...

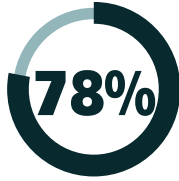
In true family tradition, John and Dee's son, Pete, grew up helping with chores in the shop. In 2004, Pete purchased the company from his parents. With a passion for print, Pete and his wife, LeRae, continue to grow their business with upgraded equipment and advanced technology. We have come a long way in the past 100 years, but we will never forget our founding values or where we came from. As a reminder, we keep our first printing press on display outside our front door. It serves as a reminder of our heritage and a symbol of our commitment to progress.



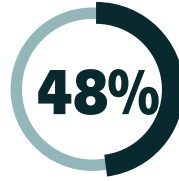
FAMILY BUSINESS



FAMILY-OWNED
BUSINESSES
EMPLOY 63% OF
THE WORKFORCE
- OVER 98M
PEOPLE



FAMILY-OWNED
BUSINESSES ARE
RESPONSIBLE FOR
78% OF ALL NEW
JOB CREATION



48% OF
ENTREPRENEURS
GREW UP IN A
FAMILY BUSINESS

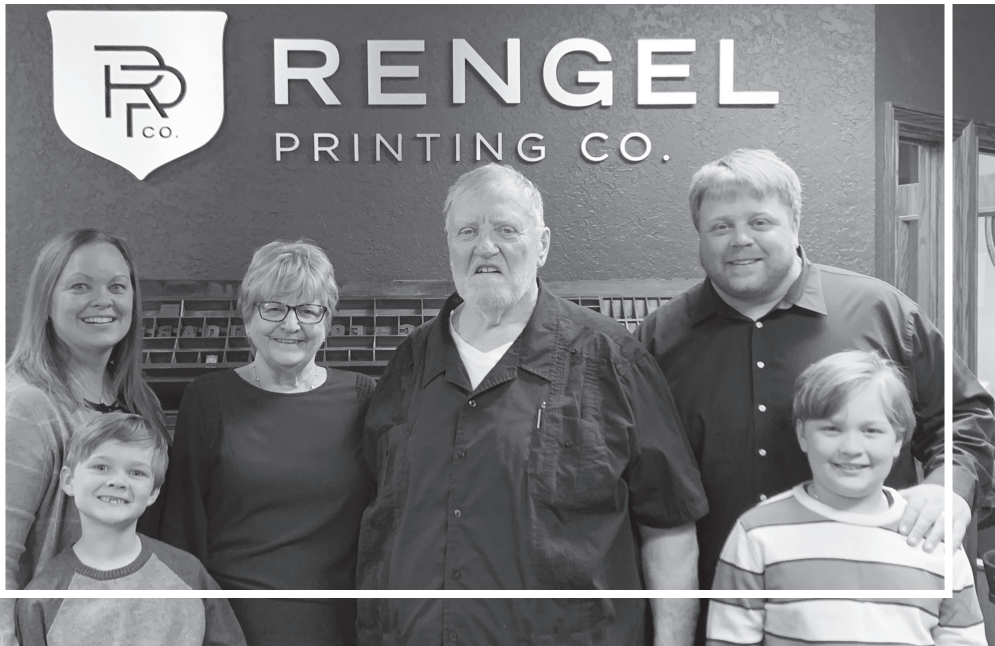


ONLY 13%
OF FAMILY
BUSINESSES
SUCCESSFULLY
TRANSITION TO A
3RD GENERATION



RPC  since 1921
RENGEL PRINTING company

RENGEL
PRINTING CO.





DOES YOUR PRINT STAND OUT?

“How do I make my printed material really stand out from my competition?”

We get this question all the time. Embellishments are a quick way to give your printed materials an edge over your competition.

Adding these elements of interest to your piece can help draw attention to specific areas you consider important or simply complete a beautiful presentation.

When used effectively, embellished pieces look and feel special, and adding embellishments can bring an otherwise dull, unexceptional piece to life. Print embellishments place extra emphasis on particular aspects of the piece.

Foil printing involves applying a thin sheet of foil to create decorative, eye-catching lettering or design flourishes.

Nothing says “upscale” more convincingly than adding reflective highlights in gold, silver, and other metallic finishes to two dimensional print.

Spot UV Print Embellishment adds an element of touch and feel to the printed product. It adds a layer of texture and depth to the images printed on the flat sheet. It’s the creation of a gritty sand beach, the grip of a football, and the dimpled water drops on a flower.

Diecutting adds shape that gives both subtle and explicit clues to the message the piece is meant to deliver. Decorative “sculpting” with cut-out windows, filigree outlines, and other fancy alterations connotes sophistication, luxury and distinctiveness - all calculated to heighten engagement with the piece and reinforce the call to action it contains.



PRESSCORNER

MEET THE HEIDELBERG SPEEDMASTER SM 52

15,000

IMPRESSIONS PER
HOUR OR 500
SHEETS PER MINUTE



PLATE CHANGES
IN 51 SECONDS



INKS MADE FROM
RENEWABLE RAW
MATERIALS

CMYK

CYAN | MAGENTA | YELLOW | BLACK

COATING

SOFT TOUCH | GLOSS | DULL | SATIN



HOW
IT'S
MADE

LEARN HOW THIS NEWSLETTER WAS PRODUCED.

Materials

Cover - 80# Dull Cover
Inside - 100# Dull Text
Envelope - Clear Poly Envelope

Finishing

Soft touch coating with various micron embellishments
to the front and back covers.

Equipment

Heidelberg Speedmaster SM 52
Full-Color Press, Embellisher,
Scoring Cylinder, Collator and Stitcher.